

INFORMATION NOTICE

WORKFORCE SERVICES

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TO: WORKFORCE DEVELOPMENT COMMUNITY

SUBJECT: COPING WITH LAYOFFS: CURRENT STRATEGIES FOR BETTER
RAPID RESPONSE

Millions of American workers have lost their jobs during the current recession. According to a new research brief by Heldrich Center researchers Maria Heidkamp and Ronnie Kauder, States with successful Rapid Response systems combine post-layoff assistance with strong, proactive layoff aversion activities and are in the best position to help workers avoid long term unemployment. In the report, Heldrich Center research identified promising Rapid Response practices in use in selected states that can serve as models for others. These include:

- Competency-based training programs for state rapid response specialists, such as Pennsylvania's seven-module sessions;
- Early warning networks in Pennsylvania and Massachusetts;
- Proactive business visitation programs, such as seen in New Hampshire;
- A centralized layoff notification system in Texas where local officials can communicate a local layoff notice statewide;
- Working with One-Stops to proactively match affected displaced workers with companies that are hiring, as in Massachusetts' Company Match program;
- Programs that retrain displaced workers from one industry for work in an expanding sector, such as North Carolina's "Textiles to Technology" program and California's Bay Area Biotech Consortium "Career Path Project."

Copies of "**Coping With Layoffs: Current State Strategies for Better Rapid Response**" are available online from the Heldrich Center for Workforce Development at www.heldrich.rutgers.edu.

If you have any questions, please contact your [Regional Advisor](#) at (916) 654-7799.

/S/ BOB HERMSMEIER
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